

"We Do What We Advertise"

Golden Rule Dry Goods Company

August Cash Sale

"Values" All Next Week

The Greatest Clearance Sale *of the* Season

The genuine value giving event of the year. Big reductions in all departments. This sale will continue for fifteen days. Doors open at 9 A. M. each day of sale. Big values for special days at extra low prices. No goods sent on approval. Owing to our extraordinary low prices made for this sale all goods will be **CASH** STORE CLOSED FROM 12:30 to 2:30 EACH DAY. sold for **CASH**

Special Values for Next Week

Notice Date and Hour

Monday, August 7th, 9 A. M. Veilings, Handkerchiefs

25 pieces Veilings, Odds and Ends, must be sold in assorted shades, also black and white, worth 25c per yard, on sale Monday for, per yard **5c**

One Special Line Very Best Veilings, complete line of colors, also black and white, in all designs and meshes, values to 75c per yard, on sale Monday for, per yard **25c**

Beautiful Line New Chiffon Veilings in plain and crepe weaves, 21 inches wide, all colors, also black and white, regular 40c per yard kind, on sale Monday for, per yard **39c**

GOOD VALUES AT LITTLE PRICES

500 dozen White Hemstitched Handkerchiefs, at ONE CENT EACH **2c**

100 dozen White Hemstitched Handkerchiefs, a regular 5c value, for each **2 1/2c**

200 dozen White Hemstitched Handkerchiefs, in fancy crease for effects, for each **5c**

100 dozen All Pure Linen Handkerchiefs, Hemstitched, on sale for, each **12 1/2c**

HERE'S A HANKERCHIEF VALUE.
Big assortment of Ladies' Pure Linen Initial Handkerchiefs in all letters and our regular 20c value for this Special Day, only, each **12 1/2c**

Monday, August 7, 2:30 P. M. Umbrellas, Parasols and Gloves

FOR MONDAY, AUGUST 7, AT 2:30 P. M., UMBRELLAS AND PARASOLS.

Ladies' Black Gloria Umbrellas, fine handles, values to \$2.00, on sale **95c**

One lot Ladies' White Linen Parasols, Hemstitched, worth up to \$1.00 **49c**

One big lot Plain White Parasols, Embroidered Border, also Linen Parasols in White and Fancy Colors, worth up to \$2.00 very special for one day only, choice, each **75c**

COLORS SILK UMBRELLAS.
One lot Fine Colored Silk Umbrellas, in Navy, Brown, Wine and Green, plain and changeable effects, natural good handles, values to \$1.50, on sale this day **\$1.95**

FOR MONDAY, AUGUST 7, AT 2:30 P. M., OUR GREAT KID GLOVE SALE. FINE KID GLOVES FOR 69c PAIR.

50 dozen Fine Kid Gloves, worth \$1.25 pair, in Black, White, and assorted shades, in all sizes, on sale EXTRA SPECIAL, per pair **69c**

On Sale Tuesday, Aug. 8, 9 a. m.

Ladies' Fine Scarfs for 39c

100 Ladies' Scarfs in a great variety of styles and kinds. Good assortment of colors. Values up to \$1.25, all on sale, choice **39c**

Fine Silk Scarfs for 69c

A very elegant and beautiful selection of Ladies' Silk Scarfs, 1 1/2 to 2 1/2 yards long, in Dresden effects and Jeweled designs. Nearly all colors. Values to \$2.00. Very desirable for evening wear. For **69c**
ON SALE TUESDAY, 9 A. M.

Extra Silk Values on Sale Tuesday, August 8, at 2:30 p. m.

Special Black Taffetas and Satin Messalines

Good yard-wide Black Taffeta, regular 85c per yard quality, on sale at 50c per yard. (On sale Tuesday only.)

EXTRA SPECIAL, yard-wide quality, good weight, sold for \$1.25 per yard, on sale 85c per yard. (On sale Tuesday only.)

Yard-wide Finest Black Satin Messaline, special lustre, good value at \$1.50 per yard, for this sale only, 95c yard. (On sale Tuesday only.)

Seco and Jacquard Silks at 19c Yard

Nearly 100 pieces Best Seco and Jacquard Silks, 27 inches wide, in all plain colors also fancy effects, all to go on sale at the low price of 19c per yard. (On sale Tuesday only.)

Silks for 45c Yard

READ WHAT WE OFFER AT THIS PRICE.
Grand Combination Sale of all Odds and Ends of different classes of Silk, (not Bombyx). Nearly all full prices! Here you find Best Fancy Silks, values to \$1.25 per yard. Poulards worth 75c yard, Messaline Satins 15 inches wide, in all colors, worth to 45c yard, and 12 gloves. Colours. Messaline silks 20 inches wide, worth 65c yard. This great assortment on sale Tuesday, August 8th, 2:30 P. M.

On Sale Wednesday, Aug. 9, 9 a. m., Great Sale of Ribbons

Buy your Ribbons Wednesday! Greatest Value Ever Offered. Special plain Taffeta Ribbons, good quality, in light blue, pink, red, also black and white in wide ribbon like No. 40 and 60. This fine line on sale for, per yard **10c**

100 pieces plain Taffeta and Moire Ribbons, also fancy flowered and Dresden Ribbons, 2 to 3 inches wide. Worth 25c to 45c yard. For this day only, yard **19c**

One grand lot of Finest Ribbons, 1 to 3 inches wide, in Satin, Messaline and Dresden effects. Values to \$1.00 yard. Your choice for this day only, for yard **39c**

On Sale Wednesday Aug. 9th, 2:30 p. m.

GREAT SALE OF FINE LAWNNS FOR 5 CENTS.

50 pieces New Summer Lawn, 28 inches wide, great assortment of patterns, value to 15 per yard, All go **5c** on sale Wednesday at 2:30 p. m., for, yard . . .

On Sale Thursday, August 10th, 9 a. m.

Great Sale New Outing Flannels

25 pieces New Outing Flannel, neat patterns, good weight and quality, on sale for, per yard **7 1/2c**

ON SALE THURSDAY, AUGUST 10th AT 2:30 P. M.

FINE COMBINATION SUITS
The two and three piece finest Combination Suits, Corset Cover and Drawers, Corset Cover and Skirt and Corset Cover, Drawers and Skirt; all in finest lace trimmings, but are odd sizes and slightly soiled from being on display. Your choice for this one day only **\$2.98**

Women's Muslin Drawers for 19c
One big lot odds and ends in Muslin Drawers, lace and embroidery trimmed, regular 50c values. On sale today only for, pair **19c**

On Sale Friday, August 11, 9 a. m.--Our Great Embroidery Day

When We Will Show You the Greatest Assortment, Best Quality and Lowest Prices. See Embroideries Listed Below

One splendid lot Fine Embroidery and Insertion in Nainsook and Cambric, 3 to 12 inches wide, Values to 25c yard. For this sale, choice, yard **8c**

10 pieces Corset Cover and Plouncing Embroidery, 18 inches wide, pretty patterns, extra quality. Values to 25c yard. Our Special Day Price only **22c**

Over 50 pieces Finest Embroidery in Corset Cover and Plouncing, 18 to 18 inches wide, Values to 75c yard. On sale for this one day, choice, yard **33c**

20 pieces Fine 27-inch Embroidery Plouncing, assorted patterns, all 45c yard values. On sale for this one day, choice, yard **37c**

One lot Fine Embroidery Plouncings, 27 inches wide, beautiful patterns, Fine Quality. Sold up to \$1.00 yard. On sale now for, yard **49c**

One special line Baby Embroidery Plouncing, 27 inches wide, very fancy patterns. Values to \$1.00 yard, on sale this day only, yard **59c**

21 pieces beautiful 27-inch Embroidery Plouncings. Very fancy patterns in Baby and Dress Plouncings. Values to \$1.50 yard. On sale this one day for yard **79c**